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**FOR IMMEDIATE RELEASE****TRAVELOCITY PARTNERS WITH CALIFORNIA STATE PARKS  
AND CALIFORNIA STATE PARKS FOUNDATION TO SUPPORT STATE TREASURES**

***Travelocity contributes to parks and provides unique offerings on site for  
consumers planning travel to parks***

**Southlake, TX (July XX, 2007)** – Travelocity today announced its alliance to support and promote some of the nation's most diverse state parks – California State Parks. As a "Proud Partner" of California State Parks and the California State Parks Foundation, Travelocity offers new options on its site for visiting California State Parks and provides online travel booking capabilities to the California State Parks Foundation web site. It is also the first online travel company to provide the option to purchase annual California State Parks passes, along with a newly created 3-day pass designed for out-of-state visitors (or park enthusiasts), through its web site.

"We are pleased to be partnering with Travelocity to generate greater awareness for our parks and to help more people enjoy California's incredible natural treasures," said Susan Parker, Director of Marketing at the California State Parks Foundation. "With Travelocity's support, we hope to connect travelers from near and far to California State Parks."

As the "Proud Partner" of California State Parks, Travelocity is contributing to the parks through direct sponsorships and online advertising on Travelocity.com. Travelocity is sponsoring the Park Visitor Welcome Kit, hosting online ads for the parks and is launching a special online store designated specifically to mountain travel. Travelocity's Mountain Travel Store is the only online travel site to offer annual parks passes, and provide consumers with detailed information about the California State Parks such as maps, park details and travel deals for planning mountain vacations.

“As the number of outdoor enthusiasts booking travel to these popular mountain destinations continues to increase, we’re focused on offering tools to give travelers easier access to popular park information all in one easy-to-use place,” said Tracey Weber, chief operating officer for Travelocity. “This is a great opportunity to support the parks while offering unique value to our customers.”

Under the agreement, Travelocity also will power a California State Parks Foundation private label online travel engine, providing a variety of travel products that allow travelers to book trips for the first time directly from the sites, ranging from flights, hotels, car rentals, vacation packages and last minute packages. Travelocity will power private travel engines on the following park Web sites: California State Parks Foundation – [www.calparks.org](http://www.calparks.org)

California State Parks and California State Parks Foundation instituted the Proud Partnership Program to help enhance and promote the State Parks to the public. Financial support and resources from “Proud Partners,” such as Travelocity, help fund visitor enhancement projects and promote the California State Parks programs. For more information about the Proud Partner Program, visit [www.calparks.org](http://www.calparks.org).

### **About Travelocity**

Travelocity® is committed to being the traveler's champion -- before, during and after the trip – and provides the most comprehensive and pro-active guarantee in the industry – see [www.travelocity.com/guarantee](http://www.travelocity.com/guarantee) for details. This customer-driven focus, backed by 24/7 live phone support, great prices and powerful shopping technology has made Travelocity the sixth largest travel agency -- booking \$10.1 billion in travel worldwide in 2006. Based in Southlake, Texas, Travelocity also owns and operates Travelocity Business® for corporate travelers, lastminute.com, a leader in European online travel and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel commerce.

### **About California State Parks**

California State Parks manages 278 park units, which contain the finest and most diverse collection of natural, cultural, and recreational resources to be found within California. These treasures are as diverse as California: From the last stands of primeval redwood forests to vast expanses of fragile desert; from the lofty Sierra Nevada to the broad sandy beaches of our southern coast; and from the opulence of Hearst Castle® to the vestiges of colonial Russia. Responsible for almost one-third of California's scenic coastline, California State Parks manages the state's finest coastal wetlands, estuaries, beaches, and dune systems. Our workplace consists of nearly 1.4 million acres, with over 280 miles of coastline; 625 miles of lake and river frontage; nearly 15,000 campsites; and 3,000 miles of hiking, biking, and equestrian trails. For more information, please call or visit [www.parks.ca.gov](http://www.parks.ca.gov).

**About California State Parks Foundation**

The California State Parks Foundation is the only statewide organization dedicated to protecting, enhancing and advocating for California's 278 state parks. Since its inception in 1969, the Foundation has raised more than \$127 million in land, funds and artifacts for State Parks. The Foundation's support comes from its 85,000 members, corporate partners and foundations. For more information, please contact the California State Parks Foundation at 415-258-9975 or visit [www.calparks.org](http://www.calparks.org).

**Editors, please note:** Media interested in interviews or more information, please contact Alyson Briggs at (972) 488-4790 or [alyson@vollmerpr.com](mailto:alyson@vollmerpr.com) or Alicia Balkrishna at (415) 359-2316 or [alicia@landispr.com](mailto:alicia@landispr.com).

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